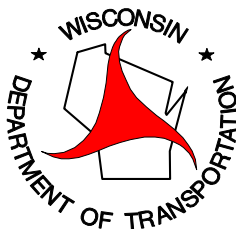




2004 Wisconsin SafeRide Annual Report
and Evaluation:

By:

**WISCONSIN DEPARTMENT OF
TRANSPORTATION
Division of State Patrol,
Bureau of Transportation Safety**



April 27, 2005

Executive Summary

The goal of SafeRide, created under 1999 Wisconsin Act 109, is to provide an alternative means of transportation and thus to decrease the crashes, injuries and deaths that occur when intoxicated patrons attempt to drive home from drinking establishments. According to those who responded to the SafeRide survey in 2004, the program provided 25,028 rides sponsored by more than 860 Tavern League members in 39 local jurisdictions (see map on Page 4) between July 1, 2003 and June 30, 2004. The number of SafeRides provided in 2004 increased by 48% when compared to 2003.

The revenue to fund the program is generated from a \$5 increase in the surcharge amount assessed each convicted OWI (Operating While Intoxicated) in addition to a 50% local match from tavern owners participating in the program.

Purpose of this report. This report fulfills four basic objectives: (1) to provide an accounting of activity of the taverns involved in the SafeRide program¹; (2) to identify and describe general characteristics of the program including cost information as it varies throughout the state; (3) to provide an evaluation of the effectiveness of the program in avoiding alcohol-related crashes and the costs associated with these crashes; (4) to identify SafeRide program contacts.

Methodology. Information identifying the general and financial characteristics of the 2004 SafeRide program was obtained from a survey conducted in the summer of 2004 of Tavern League participants. Participants were also asked for their comments regarding lessons learned i.e. positive and negative aspects about the program, and areas where improvement might take place.

Information describing the effectiveness of SafeRide in avoiding alcohol-related crashes and the costs associated with these crashes were developed utilizing an analysis technique developed by Professor Michael Rothchild of the University of Wisconsin-Madison, School of Business². The analysis utilizes several statistical measurements (i.e. OWI arrests, alcohol-related crashes in Wisconsin, NHTSA data predicting the number of crashes per episode of driving above the legal limit and Wisconsin survey data predicting the number of impaired drivers) for developing an assessment of potential crash avoidance and for calculating cost savings.

¹ The report covers the time period July 1, 2003-June 30, 2004.

² *The Road Crew Final Report/Changing Options and Outcomes: A Demonstration of the Use of Social Marketing to Reduce Alcohol-Impaired Driving by Individuals Age 21 through 34. NHTSA Discretionary Cooperative Agreement, DTNH22-01-H-07010.* Carol Karsten (Wisconsin Department of Transportation), Michael L. Rothchild (University of Wisconsin School of Business), Miller Brewing Company, Tavern League of Wisconsin, MasComm Associates (October, 15, 2003).

General comments received from Tavern League members participating in SafeRide suggest that the program is useful in avoiding impaired-driving situations. However, many participants felt that the program could be improved with greater support from the local business community and others who have an interest in impaired-driving issues (e.g., insurance companies, impaired driving advocacy groups, beer distributors and safe community coalitions). Collaboration with other businesses and organizations is essential to program success.

As with any new program, abuses can occur and it takes time to eliminate them. A biannual meeting at Tavern League Conventions has helped decrease problems in the various programs. Representatives from around the state gather to discuss the problems and solutions to keeping their programs viable. The cooperative nature of these meetings is a testament to everyone wanting success.

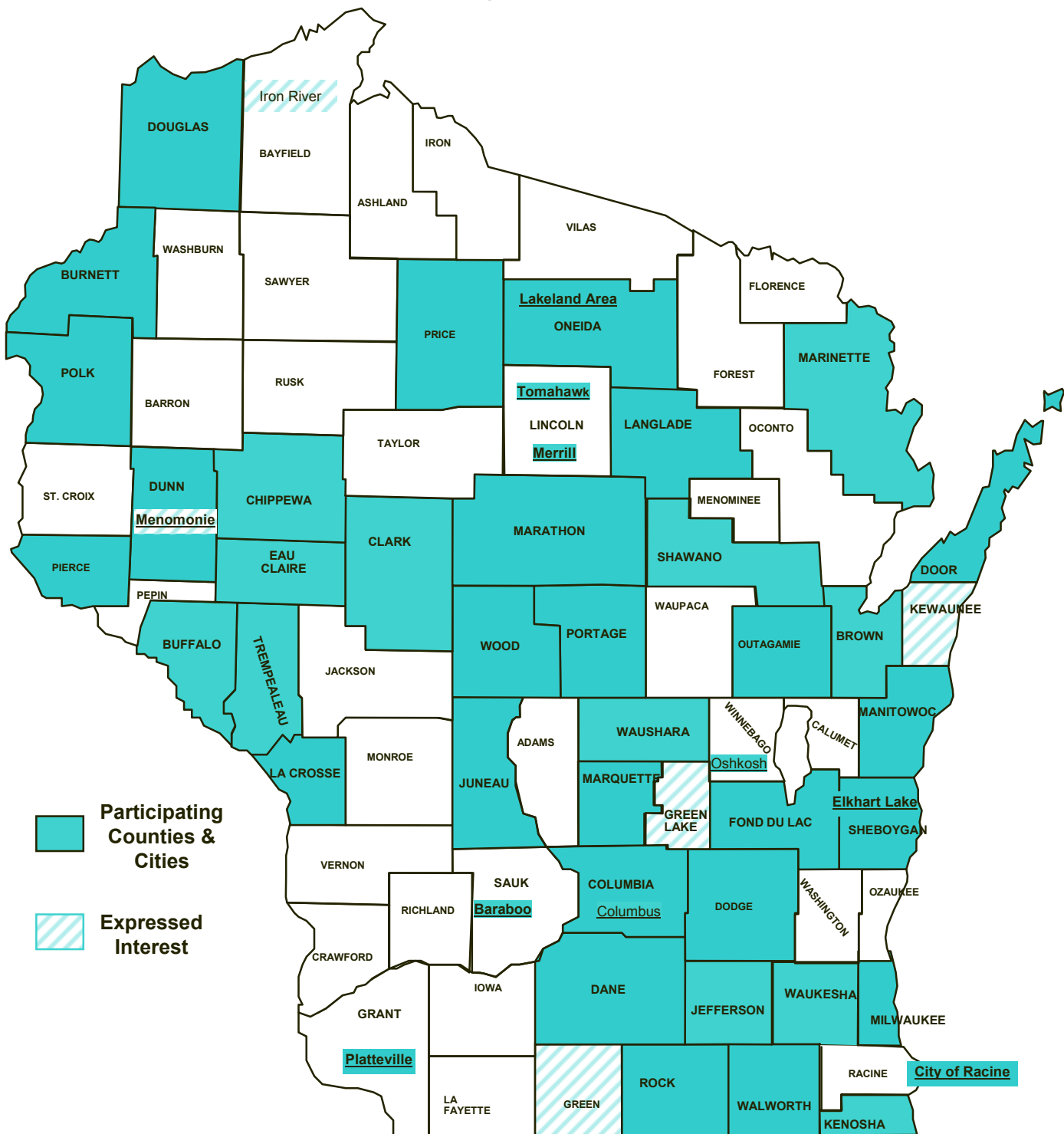
Where SafeRide exists, and when it is used, SafeRide is effective. SafeRide should not be seen as the “silver bullet” to eliminate all impaired driving but rather as one additional tool that, when actually used and in combination with other approaches, can be effective in reducing the incidence of impaired driving in situations involving bar patrons.

The Rothchild analysis provides an empirical estimate of the number of alcohol-related crashes avoided. The analysis concludes that for 2004, SafeRide avoided 18 alcohol-related crashes that would have resulted in \$1,071,162 economic loss, for a relative cost savings of \$936,611 (see details on Page 21).

The results obtained from the Rothchild model should be viewed as a conservative estimate. Therefore, caution should be exercised in interpreting the results. One weakness of the model is that it is unable to quantify, with precision, the individual circumstances and human behavioral factors involved in each SafeRide situation. Therefore, the actual number of alcohol-related crashes avoided may be much higher, especially given the fact that more than 25,000 rides were provided to “potentially impaired drivers.”

Program expansion depends upon creative marketing and fundraising by Tavern League Members. Members are encouraged to use the ideas and suggestions found within this report, the materials being provided, as well as to contact fellow members to discuss useful strategies and techniques for marketing the program and obtaining local funds.

April 2005



Introduction/Purpose of Report

The goal of SafeRide, is to provide an alternative means of transportation and thus to decrease the crashes, injuries and deaths that occur when intoxicated patrons attempt to drive home from drinking establishments.

SafeRide was enacted on May 3, 2000 with an effective date of January 1, 2001 by the 1999 Wisconsin Act 109. It is now state statute 85.55. The statutory language for the creation of SafeRide is as follows:

1999 Wisconsin Act 109, Section 4. 85.55 of the statutes is created to read:

85.55 Safe-ride grant program. The department may award grants to any county or municipality or to any nonprofit corporation, as defined in [s. 66.0129 \(6\) \(b\)](#), to cover the costs of transporting persons suspected of having a prohibited alcohol concentration, as defined in [s. 340.01 \(46m\)](#), from any premises licensed under [ch. 125](#) to sell alcohol beverages to their places of residence. The amount of a grant under this section may not exceed 50% of the costs necessary to provide the service. The liability of a provider of a safe-ride program to persons transported under the program is limited to the amounts required for an automobile liability policy under [s. 344.15 \(1\)](#). Grants awarded under this section shall be paid from the appropriation under [s. 20.395 \(5\) \(ek\)](#).

The revenue stream for SafeRide is generated from a \$5 increase in the surcharge amount (began in 2000) assessed each convicted OWI (Operating While Intoxicated) offender. This addition increased the total surcharge amount to \$355. This surcharge is in addition to the fine or forfeiture amount offenders pay for their offense.

The revenue generated is administered by the Department of Transportation thru the Tavern League Foundation. Funding is provided on a reimbursement basis to local tavern leagues that request funding assistance (a 50% local match must also be provided). The Tavern League Foundation sends WisDOT an invoice on a monthly basis, the reimbursement is then processed.

The following highlights sources of revenue for the SafeRide program. This includes: (1) revenue that has been appropriated (generated by user fees from OWI offenders under Act 109) for the three preceding fiscal years and, (2) revenue secured from a one-time, federal appropriation (Section 164) for the SafeRide program.

Revenue Appropriated by Fiscal Year for SafeRide (2000-2004)		One-time, Appropriation under Sec. 164 (2000)
July, 2000-2001	\$69,200	\$300,000
July, 2001-2002	\$137,570	
July, 2002-2003	\$140,143	
July, 2003-2004	\$153,820	
Total (2000-2004)	\$500,733	\$300,000

According to those who responded to the survey, the program provided 25,028 rides sponsored by more than 860 Tavern League members in 39 local jurisdictions (see map on Page 4) between July 1, 2003 and June 30, 2004.

The purpose of this report is to:

- (1) provide an accounting of activity of the taverns involved in the SafeRide program³;
- (2) identify and describe general characteristics of the program including cost information as it varies throughout the state;
- (3) provide an evaluation of the effectiveness of the program in avoiding alcohol-related crashes and the costs associated with these crashes and,
- (4) identify SafeRide program contacts.

Methodology

The following describes the types of methodologies used to develop this report:

Survey data. Information identifying the general and financial characteristics of the 2004 SafeRide program was obtained from a survey conducted in the summer of 2004 of Tavern League participants (a copy of the actual survey is included in the Appendix). As part of this survey, participants were also asked for their comments regarding lessons learned i.e. positive and negative aspects about the program, and areas where improvement might take place. The survey data has been summarized in Table 1 (General Characteristics), Table 2 (Financial Characteristics) and in “Comments by Tavern League Members on Lessons Learned” found on Page 18.

Crash Avoidance/Cost Analysis. Information describing the effectiveness of SafeRide in avoiding alcohol-related crashes and the costs associated with these crashes was developed utilizing an analysis technique developed by Professor Michael Rothchild of the University of Wisconsin-Madison, School of Business.⁴ The analysis utilizes several statistical measurements (i.e. OWI arrests, alcohol-related crashes in Wisconsin, NHTSA data predicting the number of crashes per episode of driving above the legal limit and Wisconsin survey data predicting the number of impaired drivers) for developing an assessment of potential crash avoidance and for calculating cost savings. The results and description of this analysis are described in more detail on Page 20.

³ The report covers the time period July 1, 2003-June 30, 2004.

⁴ *The Road Crew Final Report/Changing Options and Outcomes: A Demonstration of the Use of Social Marketing to Reduce Alcohol-Impaired Driving by Individuals Age 21 through 34. NHTSA Discretionary Cooperative Agreement, DTNH22-01-H-07010.* Carol Karsten (Wisconsin Department of Transportation), Michael L. Rothchild (University of Wisconsin School of Business), Miller Brewing Company, Tavern League of Wisconsin, MasComm Associates (October, 15, 2003).

Background

Although it is difficult to document the first SafeRide program in the United States, it is safe to say that the SafeRide concept has been in existence for several decades. Currently, many SafeRide programs exist throughout the U.S. and vary widely in their approach and implementation. The programs vary depending upon the “at-risk” population that is being targeted, the impaired driving issue that is being addressed as well as the mechanism used for funding the service.

Anecdotal information suggests that providing rides to impaired drivers is generally effective in avoiding alcohol-related crashes and the costs (both human and financial) associated with them. However, funding is often seen as challenging due to the fact that funding sources are often subject to change. The following provides a cross section of SafeRide Programs implemented in the U.S. and Canada, illustrating the diversity of the program when applied to various communities and impaired driving situations.

Use of SafeRide at college campuses. SafeRide programs have been very popular in addressing the impaired driving problem at many college campuses around the country. For example, at the University of Kansas, a free taxicab service (for students with university ID) operates from 11:00 PM to 2:30AM every day during the academic year. The service, “KU on wheels”, is completely run by the student organization, which runs the service and several other programs.⁵ The service is funded through a \$5 fee that every student pays each semester providing a total budget of \$220,000 for the program every year. A similar program, “NU on wheels” at the University of Nebraska-Lincoln⁶, provided 4,000 rides to students in 2004 for \$48,217. This year (2005) the program will operate on a \$58,343 budget, or \$1.30 per student (part of student fees).

At the University of Southern Indiana, SafeRide provides rides via taxicab for any currently-enrolled student with a student ID card (2). However students are expected to pay for the rides within 10 days through the University cashier’s office. As long as the fees are paid each month, the program can be continually used.

The University of Missouri-Columbia provides a \$1 taxi service (subsidized through donations) to impaired students. The University combines their SafeRide program with other programs such as paying for soft drinks for designated drivers at tavern establishments, and promotional efforts to reduce campus, binge-drinking. As a result of this approach, binge-drinking reportedly was reduced by 9 percent since the program began. Also, the campus has reportedly seen a 20 percent decrease in the average number of drinks consumed each week⁷

⁵ More information about this program can be found at <http://www.ku.edu/~kuwheels/main.shtml>

⁶ More information about this program can be found at <http://journalism.unl.edu/joe/spring01/328/campus2.html>

⁷ More information about this program can be found at <http://www.missouri.edu/~news/releases/augsept00/SafeRide.html>

SafeRide in the Military. The United States Navy provides impaired sailors with rides through the “SafeRide Card” program. Reimbursement agreements with cab companies at various ports have been established and sailors are then expected to pay the Navy at the following payday. The cards can also be used for other problems that may occur when on leave (e.g., breakdown of motor vehicle). Similar programs can also be found in other branches of U.S military service.⁸

Examples of SafeRide in North American Communities. SafeRide has been used in many communities especially as part of special events, festivals and holidays. In Vancouver, British Columbia, a coalition of businesses came together to implement a “SafeRide home Program” for festival patrons.⁹ The program, which was launched at the Vancouver Playhouse International Wine Festival in 1997, gives festival organizations (with booths at these events) the opportunity to distribute free tickets for impaired patrons to use on public transit (Wisconsin may wish to study this approach, given the number of festivals held in the state each year).

In the District of Columbia, Independence Day has been identified as one of the top-five deadliest holidays involving impaired driving – resulting in over 125 deaths in 2001. The Washington Regional Alcohol Program, in conjunction with the District of Columbia, created “SoberRide”, providing free taxicab rides for impaired patrons for holidays including Independence Day.¹⁰ The program, funded through a combination of federal, state grants and contributions, reportedly removed 213 “would be drunk drivers” from local roads and 2,500 in 2002 and with a cost of \$66,000.

In California, a volunteer-inspired approach to SafeRide is used. In conjunction with the Red Cross, students from Gunn, Palo Alto, Los Altos, Mountain View, St. Francis, Pinewood and Homestead high schools work together to run the confidential program providing rides to teens. The program started 15 years ago when two students from Gunn and Palo Alto died in a drunk driving crash. The program operates out of the Red Cross Training Center in Mountain View, CA utilizing Red Cross vehicles. The students who pick up other teens, one male and one female per automobile, have gone through an extensive training program, work with police departments, and carry cell phones for safety.¹¹

⁸ More information about this program can be found at http://www.news.navy.mil/search/displaybbs.asp?bbs_id=543 and at

⁹ More information about this program can be found at <http://www.beliqorstores.com/en/about/socialresponsibility/saferidehome>

¹⁰ More information about this program can be found at http://www.dcmilitary.com/army/pentagram/8_26/features/24048-1.html

¹¹ More information about this program can be found at <http://www.losaltosonline.com/articles/2001/05/23/schools5.txt>

The Wisconsin Experience

Individual chapters of the Tavern League of Wisconsin started alternative transportation programs as a response to highway safety concerns as far back as the early 1980's¹². The programs have become as varied as the number of leagues that participate. Areas of operation, hours of operation, costs of rides, costs of vouchers, and provider decisions are all determined by each locality. The program has also evolved over time. For example, in Madison, the program initially began with a \$.50 discount coupon. The program now provides a free ride home in the greater Madison area on Thursday, Friday, Saturday, and Sunday nights. The program expands to 24 hour/7 day coverage over holidays such as on Christmas and New Years.

When the SafeRide provision in 1999 Wisconsin Act 109 was created, the Tavern League began soliciting local Tavern League chapters for interest in, and applications for funding. This seed money has allowed the Tavern League to increase the number of programs from 4-5 to around 31 communities covering 39 local jurisdictions. The legislation requires that the funding can support no more than 50% of the program costs and includes responsibility to locally promote and document the activity of the program. The local match can come from such items as local fundraising, donations¹³, as well as leveraging costs for administration of the program, and printing costs for vouchers and programs. Rides may only be used to transport people home and must involve a licensed, tavern establishment. The statute also provides for "good Samaritans" which has helped create programs in rural areas where cab companies do not exist. Liability is specifically capped in this legislation.

The success of the program has created interest in other parts of the state. There has been discussion in Green County, Green Lake County, Kewaunee County and the City of Menomonie to list a few. For those areas that have used up their annual allocation, the programs continue through fundraising efforts by the local chapters. Review sessions at the biannual Tavern League Conventions allow members to exchange ideas and get questions answered about start up problems. WisDOT and the Tavern League Foundation are presently working on marketing materials to expand the program and help existing programs to be even more successful.

A more detailed description and analysis of SafeRide in Wisconsin is identified in the following tables. The tables provide information on SafeRide communities who participated in the survey (note: some communities chose not to participate in the survey). Table One presents general characteristics of the program by each community. Table Two presents financial characteristics of the program by each community.

¹² The first Safe Ride Program in Wisconsin was started in the City of Oshkosh in 1985.

¹³ Although not considered a charitable expense for a 'for-profit corporation', donations to SafeRide may be deducted as a normal business expense.

**Table One: General Characteristics of Safe Ride Communities (2003)
As Reported by Those Participating in the Survey**

Community	Rides 12 Mo. 7/1/03 thru 6/30/04 and July 4	How are Rides Provided?	Tavern Members Participating/ Total Members	Days/Hours Operating	Schedule Other Times	Coverage Area	Month/Year Program Began
Baraboo/Sauk Co.	88 6	City Cab	20/90	Everyday 8AM-10PM	Weekends 8AM - 1AM	10-12 Miles	November, 2002
Douglas Co.	702 55	Multiple Cabs	80/86	Everyday 24 hours/day		Greater Superior Area	May, 2002
Brown Co.	1,600 75	Multiple Cab Company	N/A	Mostly weekends Evenings		County	January, 1997
Chippewa Co.	336 74	1 Cab Company	43/97	11PM-3AM (Fri and Sat. Eve)		12.5 Mile Radius of Chippewa Falls	August, 2001
Clark Co.	14 2	Volunteers	10/55	All Days/Hours		County	March, 2003
Door Co.	70 25	Taxi/Volunteers Shuttle Service	7/58	10AM-2:30AM Everyday (taxi)		County	March, 2003
Eau Claire City and County	2,238 194	2 Cab Companies	20/68	All bar open hours		County	1991
Elkhart Lake	155 27	1 Cab Company	10/10	5AM-12AM (Sun- Th), 5AM-3AM (Fri and Sat)		City	June, 2002
Fond Du Lac City and County	260 67	Multiple Cabs	20/50	Everyday 24 hours/day		County	June, 2004

**Table One: General Characteristics of Safe Ride Communities (2003)
As Reported by Those Participating in the Survey**

Community	Rides 12 Mo. 7/1/03 thru 6/30/04 and July 4	How are Rides Provided?	Tavern Members Participating/ Total Members	Days/Hours Operating	Schedule Other Times	Coverage Area	Month/Year Program Began
Jefferson Co.	1,486	5 Cab Companies	20/87	Everyday		County	October, 2001
	171	Volunteers		Cab Hours			
Kenosha County	1,200	1 Cab Company	30/NA	Everyday		County	September, 2001
	100			6AM-2:30AM			
LaCrosse City/County	1,900	3 Cab Companies	30/95	Everyday		County	1984 (month?)
	45			24 hours/day			
Minoqua/Woodruff	350	1 Cab Company	17/44	Everyday		Minoqua/	July, 2002
	81			24 hours/day		Woodruff	
Langlade Co.	170	Volunteers	35/50	Everyday		County	June, 2002
	31		(approx. 70%)	24 hours/day			
Madison City	3,000	Multiple Cabs	47/232	Open to Close	Summer (7	Metro Area	May, 1989
	290			(Thurs-Sun)	days/wk),		
				2:30AM (Fri, Sat)	XMAS, New		
					Years, Hallo-		
					ween (hours		
					vary)		
Manitowoc	560	Sunshine Limo Co.	18/80	Everyday		Manitowoc	August, 2001
	35			24 hours/day		and 2 Rivers	
Marathon Co.	2,333	1 Cab Company	44/112	Everyday		County	December, 1993
	196			24 hours/day			
Marinette Co.	358	1 Cab Company	8/48	Everyday		City of	September, 2000
	19			24 hours/day		Marinette	
Marquette Co.	Unknown*	1 Cab Company	20/34	7PM-2:00AM		County	September, 2001
				(Thurs-Sun)			

**Table One: General Characteristics of Safe Ride Communities (2003)
As Reported by Those Participating in the Survey**

Community	Rides 12 Mo. 7/1/03 thru 6/30/04 and July 4	How are Rides Provided?	Tavern Members Participating/ Total Members	Days/Hours Operating	Schedule Other Times	Coverage Area	Month/Year Program Began
Milwaukee Co.	435	1 Cab Company &	72/271	Everyday	New Years	County	November, 1999
	40	"1 good samaritan		6AM - 2:30AM	(24 hours)		
		for areas outside of			St. Patricks		
		County"			(24 hours)		
Oshkosh City	1,200	City Cab Company	33/71	Everyday		City	December, 1987
	50			24 hours/day			
Platteville City	132	1 Cab Company	12/NA	9:30PM-3:00AM		City	April 30,2004
	30			(Fri. and Sat.)			
Polk County	977	Limos owned by	35/65	8PM-2:30AM	New Years		June, 2002
	0	3 bars		(Fri. and Sat.)	(6pm-4AM)		
Portage Co.	240	1 cab company	NA/89	6:30PM-2:00AM		County	November, 2001
	17			(M-W), 6:30PM-			
				2:30AM (Th, F),			
				8:30AM-7:00PM			
				(Sun)			
Rhineland	3,328	1 Cab Company	25/90	Everyday		City	1996 (month?)
	274			24 hours/day			
Sheboygan City	100	2 Cab Companies	10/51	Everyday		City	1994 (month?)
	13			24 hours/day			
Tomahawk/ Merill	N/A N/A	N/A	N/A	N/A		N/A	August, 2001
Trempealeau/ Buffalo Co.	752 151	1 Cab/1 Shuttle Service plus	50/80	Everyday 24 hours/day		Counties	1-Mar-04
		Volunteers					

**Table One: General Characteristics of Safe Ride Communities (2003)
As Reported by Those Participating in the Survey**

Community	Rides 12 Mo. 7/1/03 thru 6/30/04 and July 4	How are Rides Provided?	Tavern Members Participating/ Total Members	Days/Hours Operating	Schedule Other Times	Coverage Area	Month/Year Program Began
Waukesha County	611	Cabs/Volunteers	50/115	10AM-1:30AM	Operate on	County	April, 2002
	18			(Thurs)	all major		
				6AM-1:30AM	holidays.		
				(Fri-Sat)			
				6AM-12AM			
				(Sun)			
Waushara County	48	6 Volunteers	18/36	7PM-2AM		County	December, 2003
	18			Everyday			
Walworth County	10	Cabs/Volunteers	49/103	Everyday		County	June 9, 2004
	25			24 Hours			
Wood Co.	375	2 cab companies in	20/101	Everyday	New Year's	Wisconsin	September, 2001
	25	2 cities and		6AM-12AM	EveUntil 3AM	Rapids and	
		volunteers		(Marshfield)	XMAS	Marshfield	
				7AM-1AM	Parties		
				(Wis Rapids)			
Total Rides (12 Mo.)	25,028						
Total Rides (July 4)	2,154						

* New SafeRide Coordinator took over duties and was unaware of how many rides were provided.

N/A = Information not available or not provided.

Table Two: Financial Characteristics of Safe Ride Communities (2003)
As Reported by Those Participating in the Survey

Community	How was the Program Promoted?	Average Cost Per Ride	Does Cost Vary Based on Location?	Where Does 50% Match Come From?
Baraboo/Sauk Co.	Posters in all bars.	\$5	Yes, longer distance of 5-8 miles is extra	Donations; Raffles.
Brown Co.	Posters, word of mouth, media opportunities.	\$9	Basic Rate+Mileage	Golf outing, dinner and dance
Chippewa Co.	Posters, napkins, posters, word of mouth.	\$10	Yes. Varies based on distance from home to downtown	Tavern league fundraiser/ matching funds/voucher sales
Clark Co.	Posters, signs, word of mouth, bowling tournament, newspaper ad for holidays.	\$14	\$2 mile, one way.	Golf tournaments, bowling tournaments, raffles
Door Co.	Posters, word of mouth.	\$8	Yes, varies on what cab companies and volunteers charge	Golfing outing in June and fund raiser as part of xmas party.
Eau Claire Co.	TV, radio, newspaper PSA, flyers, posters in participating bars.	\$8	Yes, \$8 within city \$12-32 out in country.	Donations from distributors, participating bars buy vouchers, Spring Fling, Festival in the Pines, 50-50 raffles at large events.
Elkhart Lake	Posters/ads in racing programs & community event calendars.	\$20	Yes - varies widely & based on meters/ zones.	Donations from Road America Race Track, St. Nicholas Hospital, Larry's Distributing.
Jefferson Co.	Posters, newspaper articles, word of mouth, coasters, napkins, window clings. Also working with Safe Community Coalition in the county.	\$2.75	City-flat fee. For volunteers and out of city based on distance.	Picnic, night golf outing, donations.

Table Two: Financial Characteristics of Safe Ride Communities (2003)
As Reported by Those Participating in the Survey

Community	How was the Program Promoted?	Average Cost Per Ride	Does Cost Vary Based on Location?	Where Does 50% Match Come From?
Kenosha Co.	N/A	N/A	N/A	N/A
LaCrosse City	Radio, TV and newspaper.	\$8.00	Both, cab meter.	Chicken BBQ's, one raffle and donations from distributors.
Minoqua/ Woodruff	Posters, word of mouth.	\$7	\$7 flat fee for 5 miles, \$5 local for senior. \$1.75 per mile outside 5 miles.	Raffles each month, number wheels to raise money and give away prizes.
Langlade Co.	Newspaper, buyer guide, posters.	\$10	No	Raffles and voucher sales to individual bars.
Madison City	Local papers, PSAs, TV, radio, articles in newspapers and by word of mouth.	\$12.75	Yes, metered cabs or mileage out of city zone	Parties, donations, golf outings.
Manitowoc	Posters in members establishment.	\$8.50 \$1 additional rider	Yes.	Various fundraisers.
Marathon Co.	TV ads, radio, newspaper.	\$8.52	Yes, changes by zone.	Spring and fall banquets.
Douglas Co.	Posters in all member establishments, quarterly newspaper ads.	\$15	Yes, varies by distance.	Fundraisers, donations from beer wholesalers and amusement operators, voucher sales @\$2 each.
Fond Du Lac	Through local police, newspapers, posters.	\$5	Yes, varies by distance. Most expensive is \$11.	Fall festival, donations, more programs are being planned.

Table Two: Financial Characteristics of Safe Ride Communities (2003)
As Reported by Those Participating in the Survey

Community	How was the Program Promoted?	Average Cost Per Ride	Does Cost Vary Based on Location?	Where Does 50% Match Come From?
Marinette Co.	Posters in bars, billboard on Main Street	\$4	Basic rate + mileage.	SafeRide hangers, donations
	word of mouth.			from beer and liquor industry and other groups.
Marquette Co.	Wall posters in all establishments. Send promotions to Marquette Newspaper.	N/A	Yes. There is a \$4 pick-up charge plus \$0.30 per mile	Raffles.
Milwaukee Co.	Signs at every participating establishment, coasters, quarterly newspaper ads.	\$8	No.	Apply for Milwaukee County grants, holiday party, golf outing, sale of promotional items.
Oshkosh City	Newspaper and television	\$12.00	Varies by distance	Bowling sweeper, golf outing.
Platteville City	Business cards, signs in cards, radio, newspapers, announcement on college TV channel, Parade entrees.	\$0 volunteer program	No.	100% of funding was local. In kind donations (advertising, cell phone, posters and donations from taverns).
Polk County	Posters in bars and radio.	\$4	No.	Take more impaired patrons home than just the driver at \$4 per rider (limos owned by bars)
Portage Co.	Local newspapers, TV, posters, flyers, bumper stickers, radio.	\$9	\$5 dispatch fee, \$1 per mile	Fundraisers and donations, annual steak feed vouchers pre-paid by establishments
Rhineland	Some radio ads, newspaper ads and posters in all taverns.	\$3.20	Yes, based on distance.	One Packer Tailgate Party, Bar at Hodag Country Fest (\$10,000), Bars donate \$2 per ride.
Sheboygan City	Coasters/napkins/signs/posters	\$5	Up to the cab driver.	Brat Fry

Table Two: Financial Characteristics of Safe Ride Communities (2003)
As Reported by Those Participating in the Survey

Community	How was the Program Promoted?	Average Cost Per Ride	Does Cost Vary Based on Location?	Where Does 50% Match Come From?
Tomahawk/	N/A	N/A	N/A	N/A
Merill				
Trempealeau/	Posters, SafeRide window stickers,	\$16.65	Yes, volunteer drivers	Donations, voucher sales and
Buffalo Counties	napkins, table tents, radio advertising,		based on distance.	30 members had gun raffles.
	local newspapers		Special rates from cab	
Walworth County	Posters and word of mouth.	\$22.50	Yes. Price per mile.	Truck raffle plus \$2 per voucher
				charge.
Waukesha	Posters and word of mouth.	\$17.88	Yes, by zone.	Fishing jamborees, raffles, golf
				outings.
Waushara County	Newspapers, local radio and banners.	\$17.00	\$7 per initial pickup plus	Bowling tournament (\$2000),
			\$1 per mile (one way).	golf tournament (\$3000), other
			10 mile minimum is	donations.
			paid for their trouble.	
Wood Co.	Newspaper, radio, local cable TV	\$3.75 (cab)	Set by cab company.	Solicit for funds, raffle.
		\$5 (good samaritan)		

N/A = Information not available or not provided.

Comments by Tavern League Members on “Lessons Learned.”

The following comments focusing on “lessons learned” were collected from Tavern League Members participating in the SafeRide program. Participants were asked to share their general opinions, experience and ideas for how to improve the program in an open-ended format.”

Positive Aspects

“It is working!”

“There has been overwhelming positive feedback from participants using the SafeRide program as well as positive feedback from all local and county police departments.”

“Right now, our program is working fine.”

“It’s hard to get it running, but once you do, it basically takes care of itself. Don’t let anyone tell you – it can’t be done here.”

Negative Aspects/Problems

“Abuses occur and they need to be watched.”

“We need more than one provider – our current provider is undependable. Customers may wait for an hour or two to be picked up or, even on occasions, not picked up at all.”

“Difficult, but not impossible using volunteer drivers.”

“We’ve had instances where someone wanted a ride, but the bartender said that they didn’t know anything about it. So, make sure that the bar owner informs their staff about the program.”

“Must be promoted by responsible beverage servers.”

“Abuses do occur occasionally, but don’t want to lose member over it so (need to find some way to deal with the problems).”

Ideas/Opportunities for Improvement

“Bar owners/bartenders need to promote, encourage and push SafeRide to customers. Be Assertive in getting customers to use it.”

“You need to advertise and promote it.”

“Be patient, it will be used. You want the program to be ‘a matter-of-fact’ in the community. It won’t happen overnight.”

“The most important thing is for participants to educate and communicate with their staff.”

“Don’t give up. It is hard to get people to know program is there and it works.”

“Don’t trust figures provided by unreliable officers; must back up reports with paper work and receipts.”

“Don’t be shy when promoting it with new members; these are the targets who will join before another long-term business member.”

“Try different things until it works.”

“Have a good set of guidelines and bylaws so you don’t get sued!”

“Taverns should not run out of tickets. Bartenders should take the ticket to the cab. A good relationship with the cab company is important.”

“Be sure you check all SafeRide tickets (no duplicates). No tipping and (avoid) no waiting time.”

“Send out press releases to local media. Keep calling to remind station managers of importance of message. Visit media in person and explain program. Promote program in monthly newsletter. Educate bartenders and cab companies about policies. Be prepared to work hard. Keep good records.”

“Don’t try to do it alone. Make sure you have good staff.”

Evaluation of Effectiveness of SafeRide on Avoiding Crashes and Evaluation of the Cost

For the purposes of this report, “effectiveness” is defined as the ability of the SafeRide program to avoid-alcohol related crashes and their associated costs. However, “effectiveness” must also be viewed in the context of other tools and strategies (e.g., public information and education, enforcement, engineering, treatment, incarceration etc.). These tools, when utilized in combination, work *together* to reduce the incidence of impaired driving. The “fight against drunk driving” requires a multifaceted approach.

SafeRide will not change a person’s abusive, drinking behavior, and because of the program’s limited funding, is only capable of removing a small percentage of the total number of impaired drivers from the road. Therefore, SafeRide should not be seen as the “silver bullet” to eliminate all impaired driving but rather as one additional tool that, when actually used and in combination with other approaches, can be effective in reducing the incidence of impaired driving in situations involving bar patrons.

The following analysis based upon the Rothchild Analysis Model (see footnote on Page 6) measures the “effectiveness” of SafeRide with respect to the incidence of crash avoidance and their associated cost savings in the 2004 SafeRide communities. **The analysis concludes that for 2004, SafeRide avoided 18 alcohol-related crashes that would have resulted in \$1,071,162 economic loss, for a relative cost savings of \$936,611.**

Caution: Note that the Rothchild analysis provides an empirical estimate of the number of alcohol-related crashes avoided. *However, the results obtained from the Rothchild model should be viewed as a conservative estimate and caution should be exercised in interpreting the results.* One weakness of the model is that it is unable to quantify, with precision, the individual circumstances and human behavioral factors involved in each SafeRide situation. Therefore, the actual number of alcohol-related crashes avoided may be much higher, especially given the fact that more than 24,000 rides were provided to “potentially impaired drivers.”

SafeRide Facts and Assumptions:

In 2003¹⁴ in WI there were:

- 38,381 OWI arrests;
- 9,007 alcohol-related crashes;

¹⁴ 2003 alcohol data compiled by the Wisconsin Department of Transportation.

In a NHTSA analysis¹⁵, researchers concluded that in the United States in 1995 there was:

- 1 arrest for every 90 episodes of driving above the legal limit of alcohol consumption, and
- 1 arrest for every 790 episodes of driving within 2 hours of any alcohol consumption.

According to a self-reporting, survey of Wisconsin bar patrons who called an 800 number¹⁶:

- 28% were impaired when they left the tavern (impaired = 5 or more drinks for a man, 4 or more drinks for a woman).

Crash Avoidance Analysis:

- 38,381 OWI arrests X 90 episodes (over legal limit) = 3,454,290 episodes of drunk driving;
- 3,454,290 episodes of drunk driving/9,007 alcohol-related crashes = **1 crash for every 384 episodes of drunk driving statewide;**
- 25,028 SafeRides divided by 1 crash for every 384 episodes X 28% (those impaired) = **18 alcohol-related crashes avoided.**

Cost Analysis:

Wisconsin 2003	
Alcohol-related crashes	9,007
Estimated Cost (2003) ¹⁷	\$536,000,000
Cost per crash	\$59,509
Value of 18 Crashes	\$1,071,162
Direct cost for SafeRide ¹⁸	\$107,551 (cost per crash avoided: \$107,551/18 = \$5,975)
Cost Savings (value of 18 crashes minus direct cost of program)	<u>\$936,611</u>

¹⁵ *Drinking and Driving Trips, Stops, by the Police, and Arrests*. National Highway Traffic Safety Administration, DOT HS 809 184, 2000.

¹⁶ *The Road Crew Final Report/Changing Options and Outcomes: A Demonstration of the Use of Social Marketing to Reduce Alcohol-Impaired Driving by Individuals Age 21 through 34*. NHTSA Discretionary Cooperative Agreement, DTNH22-01-H-07010. Carol Karsten (Wisconsin Department of Transportation), Michael L. Rothchild (University of Wisconsin School of Business), Miller Brewing Company, Tavern League of Wisconsin, MasComm Associates (October, 15, 2003).

¹⁷ Page 2 of forthcoming 2003 Wisconsin Alcohol Traffic Crash Book. Wisconsin Department of Transportation.

¹⁸ This number represents the amount of funding expended under the program for July 2003- June 2004.

Summary/Conclusions

The goal of SafeRide, created under 1999 Wisconsin Act 109, is to provide an alternative means of transportation and thus to decrease the crashes, injuries and deaths that occur when intoxicated patrons attempt to drive home from drinking establishments.

The concept of SafeRide has been used throughout the United States over several decades to address various at-risk populations and impaired driving situations (e.g., college campuses, military, community taverns). In Wisconsin, the first SafeRide program was implemented in the City of Oshkosh in 1985. According to those who responded to the SafeRide survey in 2004, the program provided 25,028 rides sponsored by more than 860 Tavern League members in 39 local jurisdictions (see map on Page 4) between July 1, 2003 and June 30, 2004.

General comments received from Tavern League members participating in SafeRide suggest that the program is useful in avoiding impaired-driving situations. However, many participants felt that the program's success is highly dependent upon follow-through by responsible beverage servers and so, education of servers is essential. In addition, collaboration with other businesses and organizations is essential to program success.

As with any new program, abuses can occur and it takes time to eliminate them. A biannual meeting at Tavern Conventions has helped decrease problems in the various programs. Representatives from around the state gather to discuss the problems and solutions to keeping their programs viable. The cooperative nature of these meetings is a testament to everyone wanting success.

Where SafeRide exists, and when it is used, SafeRide is effective. SafeRide should not be seen as the "silver bullet" to eliminate all impaired driving but rather as one additional tool that, when actually used and in combination with other approaches, can be effective in reducing the incidence of impaired driving in situations involving bar patrons.

The Rothchild analysis provides an empirical estimate of the number of alcohol-related crashes avoided. The analysis concludes that for 2004, SafeRide avoided 18 alcohol-related crashes that would have resulted in \$1,071,162 economic loss, for a relative cost savings of \$936,611.

The results obtained from the Rothchild model should be viewed as a conservative estimate. Therefore, caution should be exercised in interpreting the results. One weakness of the model is that it is unable to quantify, with precision, the individual circumstances and human behavioral factors involved in each SafeRide situation. Therefore, the actual number of alcohol-related crashes avoided may be much higher, especially given the fact that more than 25,000 rides were provided to "potentially impaired drivers."

Program expansion depends upon creative marketing and fundraising by Tavern League Members. Members are encouraged to use the ideas and suggestions found within this report, the materials being provided, as well as to contact fellow members to discuss useful strategies and techniques for marketing the program and obtaining local/matching funds.

Appendices:

- A. SafeRide Survey Instrument distributed to participating, Tavern League Members.**
- B. Listing of SafeRide Program Contacts (Community/name/phone).**

Appendix A:

**SafeRide Survey Instrument distributed to participating, Tavern
League Members.**

Wisconsin "Safe Ride" Grant Program

Provider Survey for 2004 Evaluation Report

Information about your Safe Ride program is needed to compile a report on how state grant funds are being used to make Wisconsin's streets and highways safer for all of us.

To the best of your ability, in the space provided, please answer the following questions.

Name of your Safe Ride Program:

Contact person for more information on your Safe Ride Program:

Name:

Phone:

E-mail:

1. About **how many rides** were provided by your Safe Ride program in the past 12 months, July 2003 through June 30, 2004? In July 2004?

Rides in past 12 months:

Rides in July 2004:

2. What was the **amount paid** to Safe Ride providers in the past 12 months?
3. Which **days of the week** did your Safe Ride program typically operate?
4. What **hours of the day** did your Safe Ride program operate?

5. Does your Safe Ride program operate on a **different schedule at other special times of the year**? If so, what is that schedule and why is it different (e.g., special events or holidays)?
6. How **many members** in your league?
7. **How many members** currently participate in your Safe Ride program?
8. **How are your rides provided** (one cab company, multiple cab companies, volunteer drivers, combination of cabs and volunteers, or some other way)?
9. **When** did your Safe Ride program begin operations?
10. What is the **average cost per ride** in your Safe Ride program?
11. Does the cost for a ride vary based on **distance or destination**? If so, how?
12. Is there a **limit** on how far rides will be provided? If so, what is the limit?
13. What **local fund raising** is done for your Safe Ride program? In other words, where does your 50% match for the state grant come from?
14. How do you **promote/publicize** your Safe Ride program in your community?
15. What special lessons have you learned in running your Safe Ride program that you would like to share with others?

Appendix B:

**Listing of SafeRide Program Contacts
(Community/name/phone).**

Tavern League Saferide Contacts

Baraboo	Mick Quindt	608-356-6950
Brown County	David Von Veghel	877-659-5954
Clark County	Tom Dahlen	715-238-7852
Chippewa County	Sharon Beauchaine	715-720-1221
Door County	Delores Brown	920-856-6487
Eau Claire County	Bonnie Harper	715-832-6227
Elkhart Lake	Sheriff Randy Boeldt	920-876-2244
Fond du Lac City /County	Deb Ramming	(920) 922-3537
Jefferson County	Lori Frommgen	262-593-2890
Kenosha County	Jack Wegner	262-653-9702
La Crosse County	Dorthea Horshak	608-788-3510
Lakeland Area	Patti Rabl	715-356-3097
Langlade County	Dave Bauknecht	715-623-5464
Madison/Dane	Dave Wiganowsky	608-241-0544
Manitowoc County	Tim Tomchek	920-793-4725
Marathon County	Rod Fisher	715-359-0810
Marinette County	Mark Ryan	715-732-0011
Marquette County	Donna Webb	608-589-5153
Milwaukee County	Sharon Ward	414-671-1979
Oneida County	Sam Ramker	715-369-2232
Oshkosh City	Nate Warner	920-235-9949

Polk County	Kevin Casselius	715-483-9390
Portage County	Kim Krayecki	715-341-8341
Rhineland	Sammy Ramker	715-367-8989
Sheboygan County	Wayne Emmer	920-451-0414
Superior	Terry La Porte	715-398-6015
Tomahawk	Debbie Eastwood	715-453-3452
Trempeleau County	Red Gadzinski	608-323-7136
Walworth County	Chris Marsicano	262-728-9173
Waukesha County	Jay Ross	262-363-5367
Waushara County	Sue Scimeca	920-787-3601
Wood County	Mary Lou Duerr	715-387-6182